

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method for sealing a cup lid, comprising:
  - providing a beverage cup;
  - 5 placing a lid on the cup, the lid having a spout with an opening to allow a beverage to be consumed through the lid;
  - selecting a seal from a plurality of interchangeable seals, each of the seals having a plate with an upper surface, a lower surface, and a projection attached to and extending away from the lower surface of the plate, the plate being sized such that at least a portion of the plate extends beyond a top edge of the spout when the seal is attached to the lid, the projection being configured to be insertable into the drink-through opening to prevent liquid within the cup from leaking through the drink-through opening when the projection is inserted into the drink-through opening, and further wherein the seal is fully separated from the lid and disposable when the projection is not inserted into the opening; and
  - 15 inserting the projection into the lid opening.
2. The method of claim 1, further comprising filling the cup with a beverage before placing the lid on the cup.
3. The method of claim 1, wherein the plurality of seals comprise a plurality of indicia, and wherein the seal is selected based on an association between the indicia and the beverage.
4. The method of claim 3, wherein at least one of the indicia comprises a logo.
5. The method of claim 3, wherein at least one of the indicia comprises a marking associated with the beverage.
- 25 6. The method of claim 3, wherein at least one of the indicia comprises a color associated with the beverage.
7. The method of claim 3, wherein the plurality of seals are formed in a plurality of different colors.
8. The method of claim 1, wherein the upper surface of the plate for at least some of the plurality of seals is triangular in shape.
- 30 9. The method of claim 1, wherein the seal further comprises an indicia attached to the upper surface of the plate and a cover removably attached to the upper surface of the plate, wherein the cover hides the indicia from view when the cover is attached to the plate.

10. The method of claim 9, wherein the indicia indicates whether a consumer has won a prize.
11. The method of claim 9, wherein the indicia comprises a logo.
12. The method of claim 9, wherein the indicia comprises a coupon.
- 5 13. The method of claim 9, wherein the indicia comprises a promotional message.
14. The method of claim 1, wherein selecting the seal further comprises a consumer of the beverage selecting the seal from a container holding a plurality of seals.

10